

## ABSTRACT

A unified system of programing communication.

The system encompasses the prior art (television, radio, broadcast hardcopy, computer communications, etc.) and

new user specific mass media. Within the unified  
5 system, parallel processing computer systems, each  
having an input (e.g., 77) controlling a plurality of  
computers (e.g., 205), generate and output user  
information at receiver stations. Under broadcast  
control, local computers (73, 205), combine user  
10 information selectively into prior art communications to  
exhibit personalized mass media programming at video  
monitors (202), speakers (263), printers (221), etc. At  
intermediate transmission stations (e.g., cable  
television stations), signals in network broadcasts and  
15 from local inputs (74, 77, 97, 98) cause control  
processors (71) and computers (73) to selectively  
automate connection and operation of receivers (53),  
recorder/players (76), computers (73), generators (82),  
strippers (81), etc. At receiver stations, signals in  
20 received transmissions and from local inputs (225, 218,  
22) cause control processors (200) and computers (205)  
to automate connection and operation of converters  
(201), tuners (215), decryptors (224), recorder/players  
(217), computers (205), furnaces (206), etc. Processors  
25 (71, 200) meter and monitor availability and usage of  
programming.